

South Carolina Statewide Lodging Outlook Report
January 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: January 2015	Jan 2015	% Chg	Jan 2015	% Chg	Jan 2015	% Chg	% Chg	% Chg	% Chg
United States	54.4%	4.2%	\$113.32	4.3%	\$61.63	8.6%	9.7%	1.0%	5.2%
South Atlantic**	57.8%	5.7%	\$113.77	5.6%	\$65.72	11.6%	12.7%	1.0%	6.7%
South Carolina	45.3%	5.6%	\$79.03	6.8%	\$35.76	12.8%	13.8%	0.9%	6.5%
Year-to-Date: January 2015	Jan 2015	% Chg	Jan 2015	% Chg	Jan 2015	% Chg	% Chg	% Chg	% Chg
United States	54.4%	4.2%	\$113.32	4.3%	\$61.63	8.6%	9.7%	1.0%	5.2%
South Atlantic**	57.8%	5.7%	\$113.77	5.6%	\$65.72	11.6%	12.7%	1.0%	6.7%
South Carolina	45.3%	5.6%	\$79.03	6.8%	\$35.76	12.8%	13.8%	0.9%	6.5%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: Smith Travel Research

Three Month Occupancy Outlook for South Carolina

		February 2015	March 2015	April 2015
Smith Travel Research <i>From February 2015 Forecast Report</i>	Occupancy Forecast	54.8%	64.0%	68.4%
	% Chg vs same month in 2014	2.0%	0.6%	0.8%
TravelClick <i>From Bookings as of 2/28/14</i>	Occupancy from Current Bookings	53.5%	26.2%	13.5%
	% Chg vs same month in 2014	2.7%	6.3%	-3.8%

Source: Smith Travel Research and TravelClick